



Fire Department

William Wentlandt
Chief
Mark A. Sain
Assistant Chief

FOR IMMEDIATE RELEASE

DATE: May 30, 2006

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Contact: Lieutenant Brian O ' Connor

PUBLIC INFORMATION OFFICER

414-286-8968 (OFFICE)

414-397-8591 (CELL)

brian.oconnor@milfire.com

MEDIA ADVISORY

WHAT: KICK OFF OF FOCUS (Firefighters Out Creating Urban Safety) CAMPAIN

WHEN: 1 pm May 30th , 2006

WHERE: Engine house 32, 1551 N 30th Street

WHO: Chief Wentlandt, Mayor Barrett, Alderman Hines

DETAILS: In the continuing effort to reduce the fire fatalities in the city of Milwaukee. The Milwaukee Fire Department is launching the 2006 FOCUS program. FOCUS was started in 1991 in response to the increase in fire fatalities in Milwaukee. In 1987 the city had its highest fire fatality rate ever at 31 deaths. With efforts like FOCUS, the Smoke Detector Hotline and the First Responder program the city of Milwaukee has smoke detectors in more than 97% of the single family dwellings in the city, well above the national average.

This year the fire department will be handing out a new type of smoke detector. This detector will help eliminate two of the major problems the fire department faces.

Ø **REMOVAL OF BATTERIES**

- The smoke detectors have a sealed battery good for 10 years

Ø **FALSE ALARMS**

- A silence button that silences the alarm for about 5 minutes in case of nuisance smoke. (burnt food)

The area to be covered by this session of FOCUS will be McKinley Ave to Center Street and 27th to 50th Street. This area had 10 fire fatalities in the last 18 months. The media is welcome to come and assist with fire safety in the city of Milwaukee.